

**South Park Stakeholders Group – DISI Meeting  
Wednesday, September 9, 9:00 AM  
1333 S. Hope St, Los Angeles, CA 90015**

**Committee Members:** Michelle Heilpern, James Pugh (on the phone), Richard Wu, Terri Toennies

**Staff/Contract:** Jessica Lall, Laura Hill

**Guests:** Jenny Martinez, Stacey Mendoza, Jamila Sozahdah, Scetch, Dawn Davis, Kathy Klingele, Phil Lin

***TOTAL Guests: 7***

<i>Item</i>	<b>Discussion</b>	<i>Action taken?</i>
<b>Call to Order – Welcome &amp; Introductions</b>	Called to order by Terri Toennies at 9:04 AM	<b>No Action Taken</b>
<b>Public Comment/Announcements</b>	N/A	<b>N/A</b>
<b>Discussion: Public Art Strategic Plan</b>	<p>Lall: Public art strategic plan, we don't want to over-muralize the area, we want to transition to more dynamic forms of art. It is the next logical phase. Part of it has been done or it is part of the process. Had some ideas on the vision and theme that we can incorporate to what we are already doing. Strategic Plan is the guiding principals and what the priorities are for us moving forward. We are working with Do Art, but they are not the only organization that facilitates art in the district. And we want to encourage developers to use some of their money for art.</p> <p>Terri: How do the developers find out about this?</p> <p>Lall: We meet with the developer and identify their priorities and talk about any issues that they are having. Quimby fees, public art fees, and we encourage them to use those funds in a way that the BID supports them. Some developers have gone with Do Art, some have branched out. The advantage with Do Art is for the smaller developers, who lack the resources and connections for public art.</p>	<b>Committee recommends approval of strategic plan for the Board pending suggested edits.</b>

Terri: It looks like South Park is 100% in support of Do Art, could it be re-written to make it clear that the BID is happy to work with other organizations. I think there are some great ideas overall.

Michelle: It's incredibly impressive. Art brings a diverse community together. I'm thinking maybe from a position standpoint we just be conscious on focusing on types of art. Focus on something that is interactive and involving people and then link into the Arts District. Better to connect the resources between the communities. Focus on our aspect of art, and then refer people to other parts of downtown, other galleries.

Kathy: I've been in Downtown for 20 years and I look at it differently. I want South Park to be better than any other district. In a friendly way. We should rise above the other communities in DTLA because South Park is exceptional. I think we should position ourselves differently and elevate South Park.

Michelle: I've been in DTLA for 30 years. When you are dealing with positioning, we want to make sure there is a focus on the kind of activities. Agree that it's important that we differentiate ourselves, but we should be working on bridging communities overall and keeping the goal of art in DTLA in mind.

Kathy: Have you talked about corporate sponsorship? The art in South Park is next level. Will need some money to continue to move forward with this.

Lall: We've had several large scale sponsorships. I look at this committee as: if you have entry points to contacts we would value the connection. Carmen has been doing a great job. We are obviously talking to all of the developers in the district.

	<p>Kathy: What about an even higher level? Apple, Ford.</p> <p>Michelle: I agree with you.</p> <p>Lall: I want to be realistic about what we are able to do with the BID. If anyone has an entry point we would be more than happy to have an introductory meeting. Having a plan helps us to get into the door. Trying to codify what we are doing and who has been involved up to date. Our website, truck – these have come from sponsorships, so we are definitely open to it.</p> <p>Terri: Should this be a part of the strategic plan?</p> <p>Lall: Hotel Figueroa is hosting the first art talk with a Russian artist. Worked with the hotel owner there to set up a residency program. It's tomorrow at 6PM. For us the priority is to focus on the local dollars. We had a meeting the other day with Suffolk Construction. Linda Valentino - as soon as her business opens - she will sponsor performance based art. Carmen is engaging the DoLab – they attended the 10-year anniversary event and had the video projections. I think we can add in comments about seeking outside funding. The BID has probably invested less than \$8,000 dollars in art in the district. The Special Olympics murals – they <i>came to us</i>, we have two of the three Olympic murals in LA in South Park.</p> <p>Murals are what happens first, South Park is becoming a mural capital of the world, we've been talking about taking this all to the next level and exploring other avenues of art. Art incubator – not competing but supporting the art community. Bud Ovrom – they wanted to schedule time to walk Hope Street and look at the art. We want to take advantage of Venice Hope Park. Blick has already offered to donate all of the materials for that. There is a lot going on, but if there is a transition that needs to happen let us know.</p> <p>James Pugh: Two comments. One is on large-scale installations. On large scale installations,</p>	
--	--	--

	<p>land is at a premium, but I think we should consider truly iconic installations. We should have a nod the type of opportunity like the bean in Chicago.</p> <p>Next, on interactive art – in addition to performance – step on the ground and light up the floor, almost like a game, so that when people come through the neighborhood they have a series of interactions</p> <p>Lall: Great feedback. We’ve been meeting with Oceanwide and Hazens, to your point about an iconic large-scale piece: Their public art fee (which is 1% of construction cost), we are talking about 2 billion dollar projects. We brought Hazens and Oceanwide together – what they do may compliment each other, they may team up. Conversations with the Convention Center, which is considered a park. Want to do someone iconic in Gil Lindsay Plaza. Not just for use at conventions, but that when it is not being used for the Convention Center. By putting art there it is a way to draw people in.</p> <p>Michelle: I’m very excited about this project. Perfect way to engage LA with a focus on South Park. Happy to volunteer my time.</p> <p>Kathy: Concern about not engaging a whole population who live here.</p> <p>Lall: Survey is not the end-all-be-all. Would be great if you all could disseminate to your buildings. We could engage visitors at the Convention Center.</p> <p>Terri: Is our goal to have a draft for the board?</p> <p>Lall: Yes.</p> <p>--Walk through the South Park/Do Art Public Plan deck and survey results—</p> <p>Kathy: Do we still have the graffiti task force?</p>	
--	---	--

	<p>Dawn: Yes. Police like to see what it is then they send someone out. Can take two months.</p> <p>Lall: And by the time that happens we've had 20 complaints.</p> <p>Michelle: Put art in a lobby on the building?</p> <p>Dawn: What about the kiosk?</p> <p>Lall: We can have the kiosk deployed specifically for this survey.</p> <p>Richard: I would love to see some form of technology.</p> <p>Kathy: South Park is a resident demographic who likes high tech, high. Getting more and more advanced every year.</p> <p>Lall: We will revisit how to push the survey and incorporate technology. We want to be driven by data.</p>	
<b>Website Update &amp; Analytics</b>	<p>Laura: Update on website analytics and next steps.</p> <p>Kathy: Communicate with the apartments and condo buildings directly. They should have a link to the South Park BID. You should be looking at the BID website to make sure what is going on.</p> <p>Phil: What about an RSVP page on the website? For retention?</p> <p>Lall: We don't have RSVP ability through the website. We can look into what that would cost.</p>	<b>No Action Taken</b>
<b>Discussion: Mobile App</b>	<p>Lall: Amanda found this Como app in 2014. The intent. The mobile site is responsive on your phone. Service request on the You can attach a photo through this form. The app is no longer.</p> <p><i>Reminder: Michelle and Lall need to look again at what we would like to add to the report section on the</i></p>	<b>No Action Taken</b>

	<p><i>Service Request page.</i></p> <p>Michelle: I think we need a little campaign about the service request number. And promote the website and service request form.</p> <p>Phil: My feedback on doing away with the app is efficient work-flow. You can't add a photo directly to the webpage, which slows things down. Highlight a reporting section at the top of the website, or maybe look into buying a better app.</p> <p>Lall: How much do you think an app would cost?</p> <p>Richard: You're not able to take a photo you're your phone on the service request page – it's not working. Maybe it's a way to code the site so that. You have a button that links to the camera? At the bottom of the homepage there is a link to download the app. There should be a big push to get it out to everyone. Promote the link.</p> <p>Lall: We are having PUSH cost out a few other things so we will include this one.</p>	
<b>Discussion: Video of Event</b>	N/A – Video not available for review.	N/A
<b>Updates:</b>	<p>a. October 22 SPSG Board Meeting Election</p> <p>b. October 22 Green Carpet Event: Metro Charter Elementary School</p> <p>-This will also be a fundraiser for the school. Would be great if you can make it. I'm on the board and I am trying to raise 3 million dollars to build a new facility. There is a long wait list. A very diverse school. 60% qualify for reduced lunch.</p> <p>Dawn: Great event for an art survey.</p> <p>c. December 8 Annual Meeting</p> <p>I believe we are going to have Mike Feuer at the meeting. The meeting is at 6PM. Please join us.</p>	

<p><b>Next Meeting</b></p>	<p><b>November 11, 2015 at 9:00 AM</b></p> <p>Lall: Provided Terri's schedule given the LA Auto Show, this will be the next DISI meeting date.</p> <p>Terri: LA Auto Show plug.</p> <p>Lall: Big meeting on homelessness and poverty at 1:00PM today in Council Chambers. We may be requesting a state of emergency from the City. Potentially look into a law suit at the state level.</p> <p>Jenny: It is affecting our industry.</p> <p>Lall: Will you write a letter?</p> <p>Jenny: Yes.</p> <p>Dawn: We need to be encouraging people to go to a meeting instead of just posting their grievances on social media.</p> <p>Lall: Prop 47 reduced drug use from a felony to a misdemeanor. What's happening is that the drug is that they are becoming more violent. If we don't handle this it is going to implode. There has been unbiased reporting on the issue. Venice, Hollywood and Downtown.</p> <p>Michelle: It is just getting worse.</p> <p>Lall: Motion to adjourn?</p>	<p><i>Terri motions to adjourn, Michelle seconds the motion. All in favor.</i></p>
----------------------------	--	--

**Adjourned at: 10:30 AM**  
**Minutes recorded by: Laura Hill**

**NEXT STEPS:**

- Send our survey link to all who attended meeting & request to disseminate
  - Kiosk deployed specifically for the survey
- Send Carmen Zella feedback on Strategic Plan (more interactive art, incorporate technology into the plan, make note that communities can work with other organizations than Do Art)
- Draft of Public Art Strategic Plan to the Board
- Make sure each residential building website has a link to our website